

## Career

### Personal project to explore AI at EmailsandDeals.com

September 2024 – January 2025 | Remote

- Designed and implemented the entire architecture for emailsanddeals.com, achieving a processing rate of 1 email every 5 seconds and improving deal extraction accuracy to 95%.
- Optimized page load times from 18 seconds to under 1 second by migrating to MariaDB and implementing Redis for task queuing, enhancing user experience.
- Automated content generation and affiliate link integration, processing 11,500 emails and fully automating the system for end-to-end email processing.

### Managing Director at Essence of Email Agency

June 2019 – April 2024 | Remote

- Overhauled customer segmentation and email strategies, boosting client revenue by 34% through targeted campaigns.
- Created a project planning system that increased team productivity by 94%, streamlining operations for eCommerce clients.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, acquiring 6 new clients in under 3 months.

### VP of Marketing at Trilogy Software

April 2018 – February 2019 | Remote

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and contributing to a 25% improvement in training effectiveness.
- Created marketing assembly lines for 15 SaaS products, streamlining product launches and sales strategies through comprehensive market analysis and sales enablement materials.

### Managing Partner & Co-Founder at Retorica & The Specialists Agency

August 2013 – August 2017 | Remote

- Directed daily operations of a POS & display advertising agency, enhancing digital growth-hacking strategies for startups and small businesses, leading to notable campaigns like Bombay Sapphire's Spice Hunter.
- Developed and implemented business strategies with the Board of Directors, focusing on client-centric and integrated online marketing approaches, resulting in significant digital presence improvement for clients.

### Director, Europe at High Position Agency

April 2010 – June 2011 | Partially Remote

- Developed and implemented a multichannel e-business strategy for corporate clients, resulting in a 75% revenue increase and a 40% reduction in customer churn.

### Head of Search Engine Marketing, Europe at Sony eCommerce Europe

July 2007 – March 2010 | Brussels

- Aligned European search activities with local marketing teams, achieving a 103% increase in search traffic year-on-year.
- Coordinated Pan-European search campaigns across 16 countries, securing top 5 listings for high-volume keywords like laptop, camera, and HD TV.
- Developed the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years.

## **Manager, Finance at Sony VAIO Europe**

October 2003 – July 2007 | Brussels

- Led worldwide profitability analysis, enabling granular insights by country, product, and dealer, contributing to NIBT growth.
- Developed and implemented the 'locomotive' strategy, reversing VAIO's profitability from 0% to 5% operational profit in 3 years, as highlighted in Sony's annual report.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and achieving weekly financial closes, saving 160+ hours annually.

## **Financial Analyst and Investor Relations at Charlotte Russe**

October 2002 – May 2003 | San Diego

- Automated financial reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation processes.

## **Education**

### **Dixie State University - in Business Administration with Accounting and Marketing Emphasis**

August 1997 – April 1999 | St. George, UT

## **Skills**

### **Business Development:**

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

### **Finance & Business:**

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

### **Leadership & Management:**

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

### **Marketing & Digital:**

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

### **Technical:**

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

### **Languages:**

English (Native) • French (Basic) • Italian (Learning)

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